

## Series 1: Why Us?

This first series of testimonial email templates includes two emails in total with one optional follow-up. The intention behind the *Why Us* series is to open with an honest question, and close with a review request if the review is a positive one.

### **This series works well for:**

- Service businesses
- Gathering testimonials you can also use on your website
- Customers who are reliable communicators

If there's a chance that the review is lacking the detail or overall feedback you'd anticipated — the first email in Series 1 gives you a chance to mitigate before sending the follow-up request for a review. If the review wasn't a positive one, this also gives you the chance to dig in a little more and find out what went wrong or how to make your offering better in the future.

Email 1

Subject line: Why Us?

Hi [first name],

I hope you're doing well and business is booming.

If you don't mind me asking, I'd like to learn more about why you chose us to help you with [add details about what you've helped them with]?

Could you tell me what (specifically) inspired you to choose us in the end?

It will really help me make our service offering even better in the future.

Cheers,

[your name]

If you're satisfied with the reply, move onto the second email.

Email 2

Subject line: RE: Why Us?

Hi [first name],

Thanks for the feedback, I really appreciate it.

Do you mind if I use that as a testimonial on our website? And would you be willing to write a review on our Google Business Page?

Click here to review: [add your GMB short URL]

Cheers,

[your name]

If they don't reply - try sending this Optional Follow-Up Email about two weeks after Email 2. If they become non-responsive, it's ok to move on as there will be more opportunities to collect reviews in the future.

Optional Follow-Up Email

Subject line: Do you have a few minutes to share your experience?

Hi [first name],

Revisiting to see if you'd be able to write a Google review for me.

Here is the link again: [add your GMB short URL]

I appreciate your support!

Cheers,

[your name]